

**ABSTRACT**

An advertisement presenting and charging system includes an instrument C/U and a navigator provided in a motor vehicle, and a display device obtaining information from the instrument C/U and the navigator. The display device is connected to a timer detecting time and an operation switch for changeover between operation and non-operation of the display device. The display device is connected to an ETC unit and an ETC antenna, so that a plurality of advertisement data are sent to the display device when the display device communicates with an ETC fixed station. The ETC fixed station sends an entrance data including an advertisement data to the display device, and the display device sends an exit data including a traveling section, a traveling time, a traveling distance to the ETC fixed station.